

# Letter of intent (LOI)

Interested parties should submit a Letter of Intent (LOI) on or before February 28, 2020 for each individual proposal. Letter of intent should include applicant contact information and seven questions about proposed study. More details about SAM study selection process, eligibility and funding availability can be found in SAM REF guidelines in SAM Effectiveness webpage.

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Applicant contact information

Applicant Full Name \*

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Organization \*

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Proposed Study Information

### 1. Proposed Study Title \*

Guidance for Evaluating the Effectiveness of Public Education and Outreach Programs

### 2. Which topic(s) from the SWG's priority list do you propose to address? \*

The proposed study topic should be in the SWG's priority list

Compliance support for Permit Sections S5.C.11 (Phase I) and S5.C.2 (Phase II)

### 3. Select type of project being proposed \*

- Survey
- Literature Review & Synthesis
- Environmental Sampling Study
- Other

#### 4. Short Description of the Proposed Study \*

250 word limit: describe how results will assess effectiveness and advance regional understanding and permittees' implementation of specific stormwater management approaches

Public Education and Outreach (E&O) strives to increase awareness of stormwater impacts and encourage behavior changes contributing to water quality and quantity problems within a watershed. The potential value of these programs for resulting in positive changes to receiving water bodies is well documented. Ecology recognizes these benefits and includes E&O as a required component of Stormwater Management Programs (SWMP). More recent permits require permittees to develop targeted programs using Social Marketing methods, to evaluate the effectiveness of these programs, and to apply results to improve E&O programs. However, unlike other required SWMP components that have more established methods for measuring and calculating outcomes, these methods are not appropriate for E&O programs. To address this need an E&O Quality Assurance Project Plan (QAPP) Template was developed that considers the unique elements of E&O programs and provides guidance for evaluating effectiveness. This document was developed specifically for meeting permit S8. Monitoring and Assessment which a more rigorous evaluation than is needed to meet the E&O requirements defined in S5. As such it is desirable to create a scaled down version of the QAPP that provides guidelines and examples for evaluating effectiveness as well as guidance for reporting results that aligns with Ecology's vision for permit compliance. This project will use interviews, literature search, and pilot testing to develop tools and templates that will provide permittees with guidance for evaluating and reporting on effectiveness of E&O programs that meets requirements defined in S5.C.11/S5.C.2 of the Phase I/II permit, respectively.

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## 5. What type information will be collected or analyzed for this proposed study? \*

If existing permittees' data are needed, specify the type, and the expected timing of a request for existing information from Permittees

Guidance for evaluating effectiveness of E&O programs will be developed using information from multiple sources. This is expected to include:

- Define Compliance Vision - Interview Ecology staff to identify evaluation of effectiveness components that complies with the permit including the minimum reporting requirements
- Define Guidance Vision - Interview Stormwater E&O Staff to identify their vision and needs for guidance.
- Collect Feedback on the E&O QAPP Template - Interview Ecology and Stormwater E&O Leads who have used the Template or reviewed the template to identify what is helpful, areas for improvement, and suggestions for streamlining the process.
- Identify Possible Types of Instruments and Data – In the context of E&O, instrument are surveys, focus groups, interviews, observation log, etc., which are used to measure effectiveness. Common types of data collected using these instruments are qualitative (data that cannot be converted to numerical values such as responses to open ended questions) and quantitative (data that can be converted to numerical values such as response to multiple choice questions). Possible instruments and data types will identified by interviewing Stormwater E&O staff (identify types they currently use or plan to use) and conducting a literature search including reviewing Social Marketing literature.
- Identify Effectiveness Evaluation Methods - Review/synthesize literature to identify appropriate methods for evaluating effectiveness using the instruments and data types identified.
- Develop Draft Checklist and Report Template - Use the data collected to develop a draft check and report template that includes guidance for evaluating effectiveness including examples.
- Pilot Test - Selected Stormwater E&O Staff will pilot test the checklist and report template to evaluate an E&O programs and provide comments which will be incorporated into the final documents.
- Training Manual – Develop a training manual using the information collected and feedback from staff involved in pilot testing.

## 6. What are the anticipated measurable outcomes and key deliverables that will be produced by the proposed study, and how will they be used by Permittees and the Washington State Department of Ecology? \*

The outcome of this work will be to provide a user-friendly guidance that can be applied to meet permit requirements for evaluating the effectiveness of Public E&O Programs as defined in S5.C.11 of the Phase I permit and S5.C.2 of the Phase II permit. Anticipated deliverables include:

- White Paper - Provides an overview of the process to develop guidance, justification for the recommended guidance, and synthesis of information collected and reviewed.
- Checklist (and/or Flow Chart) – Outlines steps and an overview of the process.
- Report Template - Defines the minimum content and evaluation process needed to meet permit requirements including examples.
- Training Manual – Develop training for evaluating effectiveness that aligns with Social Marketing methods and includes examples.

7. Permittees or agencies you are proposing to coordinate with (provide staff names and contact information, if known) \*

Enter "NA" if not applicable.

Washington Stormwater Center and TBD Stormwater E&O Staff

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